

W
A
L
L
P
A
P
E
R

New
Exclusive

EVERY PATTERN

Washable
EVERY COLOR
Fadeproof

SEARS, ROEBUCK AND CO.

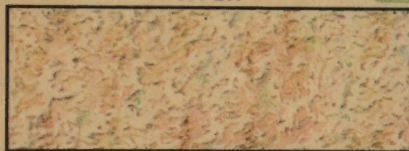
New Rooms for Old with Modern Wall Coverings

Stucco Plastics | Rough Plastics | Satin Effects

Nine artistic colorful patterns in the popular modern rough plaster | Shpg. wt., of sidewall patterns, 3 lbs. per bolt; ceiling, 2 lbs. per effect. Priced to save you one-half! (Plastics are not washable.) | double roll; border, 1 oz. per yd. Shipped Not Prepaid.



53 P 287



53 P 289



53 P 291

53 P 287—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**57c**

53 P 282—Ceiling to match. Per double roll of 15 yards, 18 inches wide.....**32c**

53 P 289—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**57c**

Order Ceiling **53 P 282** (above) to match.

53 P 291—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**57c**

53 P 284—Ceiling to match, per double roll of 15 yards, 18 inches wide.....**32c**



53 P 4285—Border, 2½ inches wide, to match sidewall **53 P 285**. Per yard.....**5c**

53 P 4247—Border, 2½ inches wide, to match sidewalls **53 P 283**, **53 P 291** and **53 P 295**. Per yard.....**5c**



53 P 285, 53 P 281 and 53 P 283

Shown in order

53 P 281—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**53c**

Order Ceiling **53 P 282** (at left).

53 P 283—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**53c**

Order Ceiling **53 P 284** (at left).

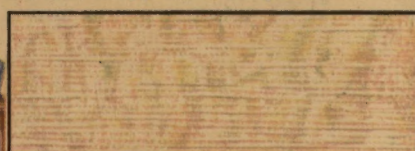
53 P 285—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**53c**

Order Ceiling **53 P 282** (at left)

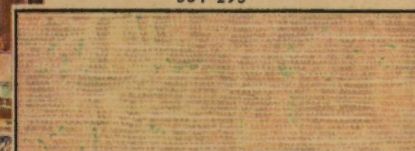


53 P 4287—Border, 2½ inches wide, to match sidewalls **53 P 287** and **53 P 297**. Per yard.....**5c**

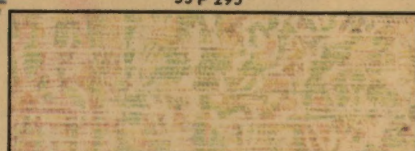
53 P 4279—Border, 2½ inches wide, to match sidewalls **53 P 289** and **53 P 293**. Per yard.....**5c**



53 P 293



53 P 295



53 P 297

53 P 293—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**63c**

Order Ceiling **53 P 284** (at left).

53 P 295—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**63c**

Order Ceiling **53 P 284** (at left).

53 P 297—Sidewall, 30 inches wide, per 3-roll bolt of 15 yards.....**63c**

Order Ceiling **53 P 282** (at left).



53 P 4281—Border, 2½ inches wide, to match sidewall **53 P 281**. Per yard.....**5c**

All Wall Paper Is Shipped Not Prepaid.

New **EVERY** **PATTERN** **Washable** *at NO INCREASE in COST*

Just Wash it New

First "Ready-Trimmed"—then, "Fadeproof"—and now "WASHABLE!" In this new Sample Book Sears announce the greatest wall paper improvement in a decade. Our chemists and paper and printing experts have finally succeeded in perfecting this new process of making all wall paper washable. Sears bring it to the home at no increase in cost! To the best of our knowledge Sears are the first to offer this new washable feature on every paper in its line, even on the least expensive.

Beauty Made Permanent

Think what "washable" means! After long service on the walls of your home, you may entirely renew the beauty of this wall paper, restoring completely its original splendor. And in such a simple manner! Just wash this wall paper new with sponge and water. Dust and dirt come right off, revealing again the beauty of the sparkling fadeproof colors.

EVERY PATTERN ALSO FADEPROOF

"Washable," alone, isn't enough. Unless colors were also "Fadeproof" you could never restore the first freshness of the wall paper. That is why every one of Sears papers are printed with fadeproof inks, "sun-tested," which will remain bright and new for many years. This feature, too, is offered you by Sears at no additional cost.



Convincing ANSWERS to "WHY SHOULD I BUY

Parcel Post Rates

Charges for parcel post shipments must be paid in advance. Add the amount for postage to cost of merchandise and include it in your remittance. We always return every penny you send over actual postage required.

2 ounces or less.....1½c | 5 or 6 ounces.....4½c
3 or 4 ounces.....3c | 7 or 8 ounces.....6c

The above rates apply to any zone. Over 8 ounces and up to 1 pound (16 ounces) allow the 1-pound rate for your zone, according to following table of rates.

SHIPPING WEIGHT	LOCAL ZONE	ZONES 1 & 2	ZONE 3	ZONE 4	ZONE 5	ZONE 7	ZONE 8
1 lb.	7c	8c	9c	10c	11c	14c	15c
2 lbs.	8c	10c	11c	14c	17c	23c	26c
3 lbs.	8c	11c	13c	17c	22c	33c	37c
4 lbs.	9c	12c	15c	21c	27c	41c	48c
5 lbs.	9c	13c	17c	24c	33c	50c	59c
6 lbs.	10c	14c	19c	28c	38c	59c	70c
7 lbs.	10c	15c	22c	31c	43c	68c	81c
8 lbs.	11c	16c	23c	35c	49c	77c	92c
9 lbs.	11c	17c	25c	38c	54c	86c	\$1.03
10 lbs.	12c	18c	27c	42c	59c	95c	1.14
11 lbs.	12c	19c	29c	45c	64c	\$1.04	1.25
12 lbs.	13c	21c	32c	49c	70c	1.13	1.36
13 lbs.	13c	22c	33c	52c	75c	1.22	1.47
14 lbs.	14c	23c	35c	56c	80c	1.31	1.58
15 lbs.	14c	24c	37c	59c	86c	1.40	1.69
16 lbs.	15c	25c	39c	63c	91c	1.49	1.80
17 lbs.	15c	26c	41c	66c	96c	1.58	1.91
18 lbs.	16c	27c	43c	70c	\$1.02	1.67	2.02
19 lbs.	16c	28c	45c	73c	1.07	1.76	2.13
20 lbs.	17c	29c	47c	77c	1.12	1.85	2.24
30 lbs.	22c	40c	67c	\$1.12	1.65	2.75	3.34
40 lbs.	27c	51c	87c	1.47	2.15	3.65	4.44
50 lbs.	32c	62c	\$1.07	1.82	2.71	4.44	5.64
60 lbs.	37c	73c	1.07	2.12	3.24	5.05	6.64
70 lbs.	42c	84c	1.47	2.52	3.77	6.35	7.74

Packages weighing up to 70 pounds can be carried by Parcel Post in All Zones.

▲ Sears Wall Papers now "Washable" at no increase in price.

▲ Sears Wall Papers are "Fadeproof" with colors sun-tested against fading for many years.

▲ Sears Wall Papers are furnished "Ready-Trimmed" for easy hanging.

▲ Sears Wall Papers fully conform with U. S. Bureau of Standards Specifications C. S. 16-29.

▲ Sears Wall Papers are new, modern and exclusive.

▲ Sears sell more Wall Paper than any other retailer in the world.

▲ Sears prices are consistently lower, offering a saving of 1/3 or more.

▲ Sears Guarantee of Satisfaction applies to all Wall Paper purchases.

... These PATTERNS and These LOW PRICES Are

The **QUESTION**... **SEARS WALL PAPER?"**

**New Modern Patterns
That Fit Every Need . . .
Meet Every Price Demand**

Redecorate America Now! Away with all drab, tiresome, depressing home surroundings! Bring your home up to date, in tune with the new spirit of a more cheerful, uplifting outlook.

Wall Paper is the easiest, quickest, most economical and most satisfactory way to transform a dreary home atmosphere into one that's lively as a June day. And Sears wall papers, particularly, offer such a variety of choice in pattern and price that everyone can enjoy the luxury of new home decorations.

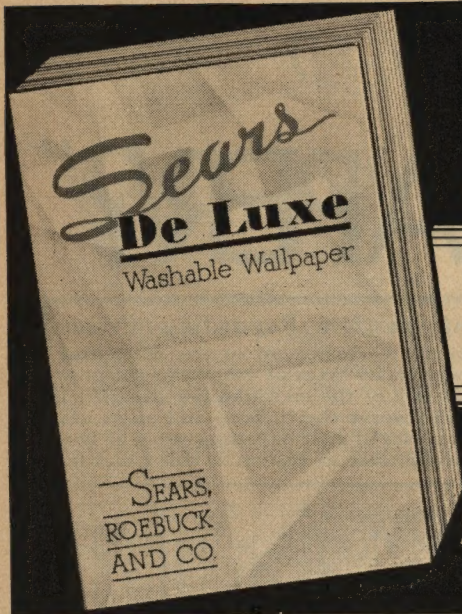
For months our color experts, our artists, our engravers, have been selecting, developing, perfecting designs and colorings. Literally thousands of patterns have been carefully studied for their decorative possibilities. When you buy from this sample book the greatest part of your job in making a satisfactory choice is already done for you—by decorators who are leaders in their profession. Here you need look over only a comparatively few samples, avoiding the confusion resulting from trying to make a choice among hundreds. We are confident our 1934 Styles will please you and we know our prices will save you money.

Important Information Regarding Prices

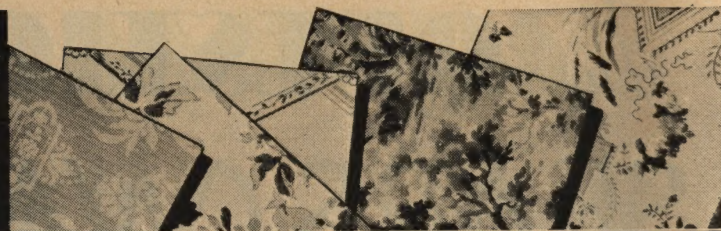
Should the Federal Government or any State find it necessary to increase by taxes or otherwise the cost or selling price of any of the merchandise described in this Catalog, we reserve the right to add any such taxes or other increases of cost or selling price to the prices of the merchandise as shown in this Catalog.



Obtainable Only by Mail . . Only From This Catalog



To See
SEARS
Finer
Quality



De Luxe Wallpapers

Send for
this
**SAMPLE
BOOK**



SEARS, ROEBUCK AND CO.

E637WP

Please send me your

De Luxe WALLPAPER SAMPLE Book

PLEASE WRITE NAME AND ADDRESS PLAINLY

Name

Postoffice

State

Rural Route Box No.

Street
Address

E637WP

Priced from 17½c to 30c (A Single Roll)

"Double Size" Samples for Easy Selection

De Luxe Wallpapers are classed with the finest papers produced. While slightly higher in price than those shown in our regular line they are still far below prices usually asked for this quality.

The luxurious richness of coloring, the tasteful selection of artistic design, the originality and conception of decorative ideas, combine to make Sears De Luxe Wallpapers a revelation in modern home furnishing. Here is such quiet beauty, such cheerful freshness that will make of your home a place where living attains a new distinction.

We have compiled these De Luxe Wallpapers in a sample book which is twice the page size of the one you now have, thus showing a larger part of the pattern. Just mail the coupon.

WASHABLE FADEPROOF BORDERS



53 P 3435—Border, cut out, 4½ inches wide, to match pattern 53 P 435, page 30. Per yard..... **4½c**



53 P 4427—Border, 3¼ inches wide, to match pattern 53 P 427, page 26. Per yard..... **4½c**



53 P 3499—Border, 3 inches wide, to match pattern 53 P 499, page 53. Per yard..... **5c**



53 P 3439—Border, 4¼ inches wide, to match pattern 53 P 439, page 32. Per yard..... **3½c**



53 P 3451—Border, cut out, 4½ inches wide, to match pattern 53 P 451, page 38. Per yard..... **5½c**



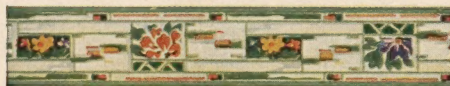
53 P 3405—Border, 5 inches wide, to match pattern 53 P 405, page 15. Per yard..... **3½c**



53 P 3445—Border, 3 inches wide, to match pattern 53 P 445, page 35. Per yard..... **5c**



53 P 3469—Border, 2½ inches wide, to match pattern 53 P 469, page 44. Per yard..... **4c**



53 P 4423—Border, 2¾ inches wide, to match pattern 53 P 423, page 24. Per yard..... **4½c**



53 P 3465—Border, 3 inches wide, to match pattern 53 P 465, page 42. Per yard..... **5c**



53 P 3431—Border, 2½ inches wide, to match pattern 53 P 431, page 28. Per yard..... **4c**



53 P 3415—Border, 4½ inches wide, to match pattern 53 P 415, page 20. Per yard..... **4c**



53 P 3511—Border, 2½ inches wide, to match pattern 53 P 511, page 59. Per yard..... **5½c**



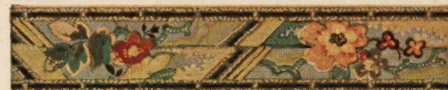
53 P 4485—Border, 3¼ inches wide, to match pattern 53 P 485, page 49. Per yard..... **4½c**



53 P 3401—Border, 2½ inches wide, to match pattern 53 P 401, page 13. Per yard..... **3c**



53 P 4483—Border, 2½ inches wide, to match pattern 53 P 483, page 48. Per yard..... **5½c**



53 P 3441—Border, 3 inches wide, to match pattern 53 P 441, page 33. Per yard..... **5c**

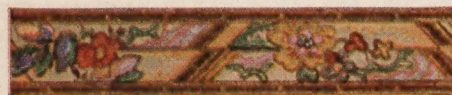
WASHABLE FADEPROOF BORDERS



53 P 3475—Border, 5 inches wide, to match pattern 53 P 475, page 46. Per yard.....**6c**



53 P 4505—Border, 3 inches wide, to match pattern 53 P 505, page 56. Per yard.....**5½c**



53 P 3509—Border, 3 inches wide, to match pattern 53 P 509, page 58. Per yard.....**5c**



53 P 4495—Border, 2½ inches wide, to match pattern 53 P 495, page 51. Per yard.....**5½c**



53 P 4425—Border, 2¾ inches wide, to match pattern 53 P 425, page 25. Per yard.....**4½c**



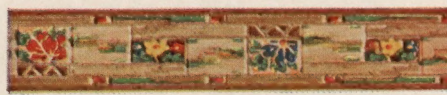
53 P 4479—Border, 2 inches wide, to match pattern 53 P 479, page 47; also pattern 53 P 487, page 50. Per yd.**6c**



53 P 3409—Border, 4¼ inches wide, to match pattern 53 P 409, page 17. Per yard.....**3½c**



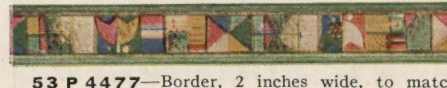
53 P 3433—Border, 3½ inches wide, to match pattern 53 P 433, page 29. Per yard.....**5c**



53 P 4449—Border, 2¾ inches wide, to match pattern 53 P 449, page 37. Per yard.....**5c**



53 P 4447—Border, 2½ inches wide, to match pattern 53 P 447, page 36. Per yard.....**5c**



53 P 4477—Border, 2 inches wide, to match pattern 53 P 477, page 47. Per yard.....**6c**



53 P 3503—Border, 3 inches wide, to match pattern 53 P 503, page 55. Per yard.....**5c**



53 P 3421—Border, 5 inches wide, to match pattern 53 P 421, page 23. Per yard.....**4½c**



53 P 4471—Border, 3½ inches wide, to match pattern 53 P 471, page 45. Per yard.....**5½c**



53 P 4021—Binder, 2¼ inches wide. Use as a border, panel decoration, etc. Per yard.....**3c**



53 P 4022—Binder, 2¼ inches wide. Use as a border, panel decoration, etc. Per yard.....**3c**



53 P 4023—Binder, 2¼ inches wide. Use as a border, panel decoration, etc. Per yard.....**3c**



53 P 4024—Binder, 2¼ inches wide. Use as a border, panel decoration, etc. Per yard.....**3c**

FOR PERMANENT BEAUTY



53 P 3419—Border, cut out, 4¼ inches wide to match pattern 53 P 419, page 22. Per yard..... **4½c**



53 P 4507—Border, 2 inches wide, to match pattern 53 P 507, page 57. Per yard..... **6c**



53 P 4259—Border, 2¾ inches wide, to match pattern 53 P 259, page 61. Per yard..... **3½c**



53 P 4443—Border, 3¼ inches wide, to match pattern 53 P 443, page 34. Per yard..... **4½c**



53 P 4943—Border, 2¾ inches wide, to match pattern 53 P 943, page 62. Per yard..... **4c**



53 P 3413—Border, 3½ inches wide, to match pattern 53 P 413, page 19. Per yard..... **3½c**



53 P 3403—Border, 4½ inches wide, to match pattern 53 P 403, page 14. Per yard..... **3½c**



53 P 4437—Border, 3¼ inches wide, to match pattern 53 P 437, page 31. Per yard..... **5c**



53 P 4467—Border, 3 inches wide, to match pattern 53 P 467, page 43. Per yard..... **6c**



53 P 4453—Border, 3¼ inches wide, to match pattern 53 P 453, page 39. Per yard..... **4½c**



53 P 3407—Border, 2½ inches wide, to match pattern 53 P 407, page 16. Per yard..... **3½c**



53 P 3429—Border, 2½ inches wide, to match pattern 53 P 429, page 27. Per yard..... **4c**



53 P 3497—Border, cut out, 5 inches wide, to match pattern 53 P 497, page 52. Per yard..... **6c**



53 P 3411—Border, 2½ inches wide, to match pattern 53 P 411, page 18. Per yard..... **4c**



53 P 4501—Border, 2½ inches wide, to match pattern 53 P 501, page 54. Per yard..... **5½c**



53 P 4455—Border, 2½ inches wide, to match pattern 53 P 455, page 40. Per yard..... **5c**



53 P 4417—Border, 3 inches wide, to match pattern 53 P 417, page 21. Per yard..... **4c**



53 P 4457—Border, 2½ inches wide, to match pattern 53 P 457, page 41. Per yard..... **6c**

"Master Art" WALL OIL CLOTH for Permanence

A simple, easy way to have clean and sanitary walls. Remarkably easy to wash, a damp cloth will remove spots and dirt quickly, leaving a smooth clean surface. WALL OIL CLOTH furnished in a choice of six up to date wall patterns. Appropriate and economical covering for kitchen, pantry, bathroom and living room. Furnished 48 inches wide in 3 yard rolls only. To obtain number of yards needed divide the square feet area by twelve (12). Shpg. wt., per yd., 1 lb. 6 oz. Not Prepaid.

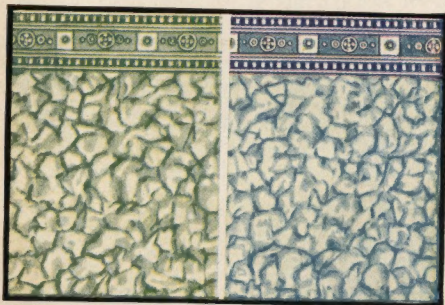
Ceiling Patterns (Not Shown)

Order 53 P 38 Embossed Buff Ceiling, price 37c per yd., or 53 P 46 Glazed White Ceiling, price 39c per yd. Either pattern an attractive completing touch for these enduring wall patterns. Shpg. wt., per yd., 1 lb. 6 oz.



53 P 63—Tulip Block. Per yard.....39c

53 P 64—Border to match. Per yard.....10c



Borders

53 P 40—Blue, 53 P 53—Green or 53 P 56—Colorful floral borders, all of which are illustrated with the patterns they match. Border widths, 53 P 40 and 53 P 53, 2 inches; 53 P 56, 2 1/4 inches. Shpg. wt., per yd., 3 ounces. Shipped NOT Prepaid.



53 P 57—Tiffany Rough Plaster Effect. Per yard.....39c

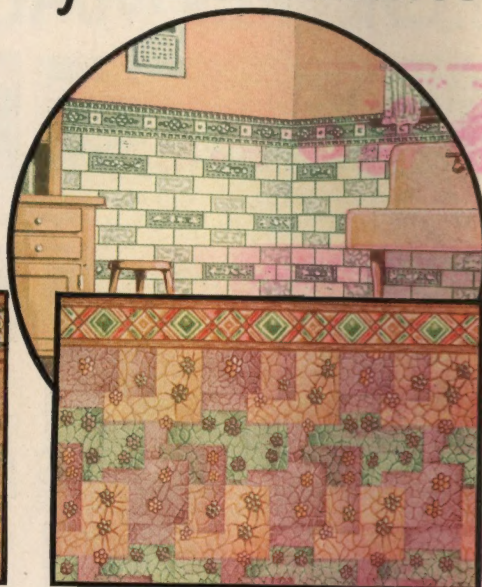
53 P 56—Border to match. Per yard.....10c

53 P 54—Green Marble effect. (at left)
53 P 59—Blue Marble effect. Per yard.....39c

53 P 40—Border to match 53 P 59 above.
53 P 53—Border to match 53 P 54 above. Per yard.....10c

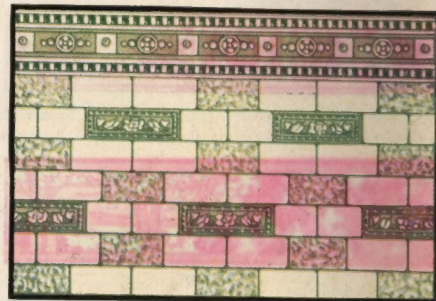
53 P 61—Green Marble and Flower Tile. (at right)
Per yard.....39c

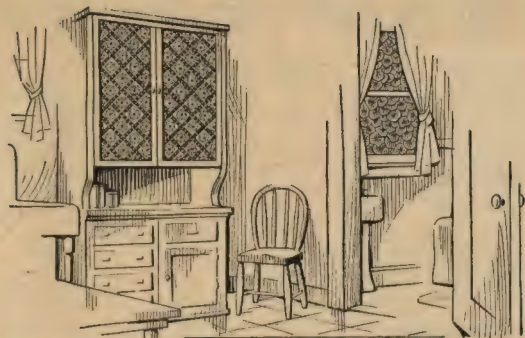
53 P 53—Border to match. Per yard.....10c



53 P 65—Floral Mosaic. Per yard.....39c

53 P 66—Border to match. Per yard.....10c

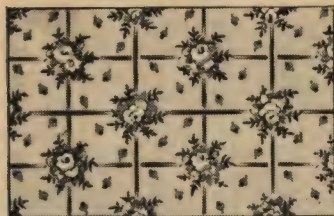




CLARO-ART

for Stained Glass Effects

on WINDOWS



53 P 1205



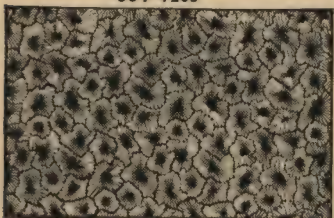
53 P 1206



53 P 1208



53 P 1209



53 P 1202



53 P 1203

Decorate windows, glass doors and transoms with CLARO-ART. Imitates art glass at small cost.

CLARO-ART does not exclude the light and oftentimes takes the place of curtains or shades. May be washed without injury, is not affected by heat or cold and will last for many years. Guaranteed not to fade, peel or blister.

Choose from six attractive designs. Easy to apply—directions with each roll. Rolls are $4\frac{1}{2}$ yards long, $18\frac{1}{2}$ inches wide, not including selvedge. Not Prepaid. Shpg. wt., per roll, 12 oz.

53 P 1205—Rose Lattice.
Pink and yellow roses on a black lattice.

53 P 1202—Silver Web.
Translucent lead glass effect with white web design.

53 P 1203—Diamond Mosaic.
Green and white allover pattern.

53 P 1206—Shadow Lace.
Attractive lace curtain effect in white allover pattern.

53 P 1208—Cathedral.
Black lines with red and green diamonds.

53 P 1209—Jolly Tavern.
Bright colored dwarfs and tavern scenes.

Per Roll, $4\frac{1}{2}$ yards long . **55^c**

Improved Tool Kit \$1⁰⁰



An excellent tool kit for little money. The outfit you need. Consists of a tempered, flexible knife for trimming the paper, base trimmer with 1½-inch blade tempered and hand ground with a durable edge, sturdy wall scraper 3¼½-inch of tempered crucible steel blade, 2-inch maple roller with heavy nicked frame and 10-inch smoothing brush with 2 rows of selected tampico fibers. All tools have hardwood handles of natural lacquer finish with nicked frames and ferrules. Set of instructions included on "How to Hang Wall Paper." Shpg. wt., 2 lbs. Not Prepaid.

53 P 1181 \$1.00

Folding Paste Table



\$6⁴⁹
6 Feet

Strong and light in weight, with space inside for carrying straight edge and tools. Top made of clear basswood with aprons. Equipped with straight edge rests. Zinc cutting strip furnished. Heavy steel braces. Width, open, 22 inches; closed, 11 inches; height, 33 inches. Avg. shpg. wt., 28 lbs.

Shipped Not Prepaid. \$6.49
53 PM 1141—Length, 6 feet... \$7.15
53 PM 1143—Length, 7 feet... \$7.15
53 PM 1145—Length, 8 feet... 7.60

Zinc Strips

A necessary accessory when trimming wall paper with Simplex or any other regulation trimmer operated with straight edge. Furnished in 6 and 7-ft. lengths. Not illustrated. State length wanted. Not Prepaid.

53 P 1175—Zinc Strip. Shipping weight, 1 lb. 8 oz. 27c

PAPERHANGERS' TOOLS

Base Trimmer

40^c
For trimming around casings, frames, etc. Blade, 1½ inches in diameter. Shipping weight, 6 ounces.
53 P 1113—Not Prepaid.... 40c

Combination Base Trimmer and Paper Knife

45^c
A two-in-one tool for trimming at baseboards, etc. Serrated knife blade, 1½ in. long; wheel knife, 1½ in. diameter. Shpg. wt., 4 oz.
53 P 1111—Not Prepaid.... 45c

Wheel Knife

45^c
For trimming. Shoulder on both sides. Tempered steel blade, 2 inches in diameter. Shpg. wt., 4 oz.
53 P 1105—Not Prepaid.... 45c

Large Seam Roller

35^c
1½ in. wide. Maple roller. Not affected by water. Not Prepaid.
53 P 1101—Shpg. wt., 6 oz.... 35c

Folding Trestle



\$1⁷⁵
PAIR

A strong and practical folding trestle. Made of clear maple, equipped with straight edge rests. No danger of sticks splitting where the bolts pass through. Height, adjustable. 29 to 33½ inches. Width, 36 inches. Shpg. wt., 6 lbs. 4 oz.
53 P 1153—Per pair. \$1.75
Not Prepaid.

Note glossy fiber finish handles; steel parts have superior tempering and hardening, extra durable cutting edges.

Base Trimmer

49^c
Serrated edge; tempered steel blade. A handy tool for trimming around casings, frames, etc. Shpg. wt., 4 oz.
53 P 1107—Not Prepaid.... 49c

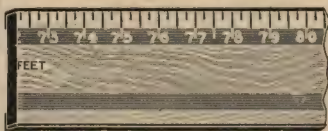
Wall Paper Trimmer or Wheel Knife

59^c
2 in. in diameter. Has wheel paste guard and finger and thumb protector.
Shipping weight, 6 ounces.
53 P 1109—Not Prepaid.... 59c

Simplex Rotary Knife

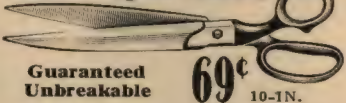
63^c
A tempered steel knife that makes a clean cut without crushing paper. Wheel knife. 2 in. in diameter. Handy pistol grip. Not Prepaid. Shpg. wt., 8 oz.
53 P 1115..... 63c

Six-Foot Steel Bound Straight Edge



Made of white pine and redwood, bound with square edge non-rusting steel. As true as a straight edge can be made. Will not warp. Shpg. wt., 5 lbs.
53 PM 1155—6 feet. \$2.09
Not Prepaid.....

Paperhangers' Shears



Guaranteed Unbreakable 69^c 10-1N.
Professional quality; made with high carbon crucible steel blades, perfectly set and edged to cut straight and true from heel to point; forged steel handles, and guaranteed unbreakable. Not Prepaid. Shpg. wt., 1 lb.
Size Lgth of Cut
53 P 1135 10-inch 5¼ inches 69c
53 P 1136 12½-inch 7¼ inches 98c

Cast Shears

A low priced and practical shear for paperhangers and general household uses. Nicked blades with black Japanned handles. (Not illustrated.) Shpg. wt., 1 lb. Not Prepaid.
Size, Inches..... 10 12
Length of cut, inches..... 5¼ 7¼
53 P 1133..... 37c 52c

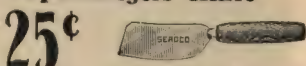
Wall Paper Scraper

13^c
Wall Scraping Knife. Stiff blade. 3½-inch square point. Hardwood handle. Shipping weight, 8 ounces.
53 P 1121—Not Prepaid..... 13c

Better Quality Wall Scraper

39^c
High Carbon steel, flexible blade, 3 inches wide. Designed to insure rapid and efficient work. Especially recommended for use with our wall paper remover. Walnut handle, riveted on. Shipping weight, 8 ounces.
53 P 1120—Not Prepaid..... 39c

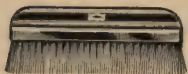
Paperhangers' Knife



25^c
Professionals' full size knife. Extra quality steel, especially thin grind. Size of blade, 3¼x1½ inches. Fiber finish handle, elastic grip. Not Prepaid.
53 P 1123—Shpg. wt., 4 oz..... 25c

WALL PAPER SUPPLIES..

Black Beauty Smoothing Brush



\$1.25 10-Inch

Our finest paperhangers' smoothing brush. Has two rows selected medium stiff pure black sterilized Chinese bristles secured with wire in hardwood lacquered handle. Bristles 2½ inches. Will give long, dependable service. Shpg. wt., each, 1 lb.

Width, inches 10 12
53 P 1132.....\$1.25 \$1.45

Popular Smoothing Brush 89¢

Our most popular Smoothing Brush. Has two rows sterilized black horse hair, secured in handle with brass wire. Hardwood handle. Width, 12 inches; length of hair, 2 inches. Not Prepaid.

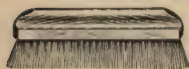
53 P 1127—Shpg. wt., 1 lb...89¢

Premier Smoothing Brush 65¢

A popular priced brush. Extra stiff pure black sterilized horse hair. Width, 12 inches length of hair, 2 inches. Staple set. Hardwood handle of hard polish finish. Shpg. wt., 1 lb.

53 P 1184—Not Prepaid.....65¢

Low Priced Smoothing Brush



26¢

A very low priced brush for occasional home jobs of paperhanging. Has two rows of selected white Tampico. Will not scratch or tear the paper. Hardwood handle. Width, 12 inches. Length of fibers, 2 inches. Shipping weight, 1 pound.

53 P 1129—Not Prepaid.....26¢

Master Art Paste Brush

\$1.33



Our best, most serviceable paste brush. Carries and distributes more paste than the cheaper brushes. Has 3½-inch sterilized black Chinese bristles, set in vulcanized rubber. White enamel finish, handle of standard length. Six in. wide. Shpg. wt., 12 oz. Not Prepaid.

53 P 1122.....\$1.33

Value-Plus Paste Brush

The greatest paste brush value we have ever offered. Casing of pure silver gray hair center of horse hair mixture, sterilized, 3½ inch length, 7 inches wide. Natural finish hardwood handle with nicked ferrule. Shpg. wt., 1 lb. Not Prepaid.



53 P 1182 65¢

Popular Paste Brush

Has 3½-inch Chinese bristle and horse hair mixture (sterilized), secured in vulcanized rubber, 6 inches wide. Shipping weight, 1 pound.

53 P 1126—Not Prepaid...\$1.09

Master Art Wall Sizing

Apply one coat to painted, kalsomined or sand finished walls before redecorating them with wall paper, oil cloth, burlap, etc., to prevent new wall covering from peeling. Use one quart for average room. Mix with equal amount of hot water. Not adapted as a first coat for paint or enamel. On sand or gloss oil finished walls add one part of whitening to two parts of size mixture. Shpg. wts. 3 lbs. 8 oz. and 11 lbs.



53 P 1138—Not Prepaid.
1 qt.....35¢ 1 gal.....\$1.12

Peter Cooper's Wall Sizing

Second to none for sizing. A dry ground glue well adapted for cabinet work, too. One pound sufficient for sizing the average room. Full directions.

53 P 1137—1-lb. pkg.
Shpg. wt., 1 lb. 4 oz. Not Prepaid.25¢

Master Art Cold Water Paste

25¢

2-lb. Bag



A pure wheat paste absorbing more water than the average paste, unusually adhesive, dries slowly. Mix with cold water; stir until smooth. Two pounds will make about 2½ gallons enough for average large room. Shpg. wt., 2 lbs. 4 oz. and 5 lbs. 4 oz.

53 P 1139—Not Prepaid.

2-lb. bag 25¢ 5-lb. bag.55¢

Improved Paste Board



Made of ½-inch clear air dried basswood, built up of several boards, tongued and grooved to prevent dishing. Four hardwood battens to prevent warping. Width, open, 22 inches; closed, 11½ inches. Includes zinc cutting strip. Full length of board to be used as a guide in trimming the paper. Shipping weight, 16 pounds. Shipped Not Prepaid.

53 PM 1147—Length, 6 ft..\$3.29

53 PM 1149—Length, 7 ft..\$3.59

Master Art Wall Paper Remover

Remove your old wall paper with ease. Wet the papered wall with this penetrating solution and remove paper with Wall Scraper. 53P1120. One pint of remover is enough for average room. Shpg. wts. 2 lbs. 4 oz., 3 lbs. 12 oz. and 12 lbs. Not Prepaid.

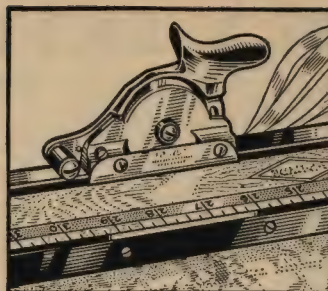


53 P 1178—1 Pint. 55¢
1 qt.....98¢ 1 gal...\$2.89

Master Art Canvas Wall Lining (Oil and Gum Filled)

An improved lining for use on plaster board walls etc. before painting or decorating. With two coats of paint or enamel a perfect finish will be obtained. Has coating that is not soluble in water nor affected by paste. Sold only in 3 yard rolls, 48 in. wide. One roll equals 1 single roll of wall paper or 36 sq. ft. Shpg. wt., per roll 2 lbs. 8 oz. Not Prepaid. Sample on request.

53 P 1187—Per 3 yd. roll..\$1.09



Improved Simplex Wall Paper Trimming Outfit

\$5.45 With Steel Bound
Straight Edge

Improved standard model trimmer, very popular with professional paperhangers. This trimmer is so constructed that it is in perfect alignment at all times. It operates with perfect ease and precision, with the slightest touch of the hand. The blade is made of high carbon tool steel, hardened and tempered properly for best cutting and drawn to the proper degree of hardness. The edge is so ground that it will last indefinitely without sharpening. Compression spring in axle supports position of blade from one side, and adjusting screws from other side eliminate all play in blade, thereby making certain a true BUTTWORK cut, and assuring a clean straight shear on all wall papers, Linocrusta, wall burlap, etc. It saves time by cutting several thicknesses at once. Palm of hand fits handle perfectly and holds trimmer firmly.

53 PM 1158—Trimmer complete with 6-foot steel bound wood straight edge. Zinc plated to prevent rusting. Not Prepaid. Shpg. wt., 9 lbs.....\$5.45

53 PM 1159—Complete with a better quality 6-foot brass bound wood straight edge and zinc. Shipped Not Prepaid. Shpg. wt., 9 lbs.....\$6.95

IT'S EASY TO HANG SEARS PAPERS!



Each Strip Is Pasted and Folded, Then Trimmed



Hang Ceiling First to Avoid Soiling Sidewall

How To Make Flour Paste

If you wish to make enough paste for a medium large room, stir until smooth, 3 pints of flour in 2 quarts of cold water; then add 8 quarts of boiling water and let it boil slowly. Stir constantly for about ten minutes, then let it cool. When cool add two tablespoonfuls of powdered alum and stir in well. When the paste runs off the brush easily it is ready for use. Be sure there are no lumps in the paste and that it is not too thick to spread smoothly. We recommend Master Art Cold Water Paste (see page 11).

Pasting and Trimming

Beginning at left of table, apply paste evenly over half of top strip of paper, fold it over evenly (do not crease) and then paste and fold other half, keeping perforated edge of paper next to you. Now remove selvage just as you would remove a check from a check book.

A few of our papers do not have our patented Ready Trim feature. Trim them with large shears or a paperhanger's trimmers.

Hanging Ceiling

Lay your paper face up on table, cutting first strip two or three inches longer than needed at each end, to overlap on sidewalls. Match second strip of paper with pattern of first piece, allow for overlap and cut. Each strip should be matched in this manner before pasting.

To hang first length of ceiling paper perfectly, you should have a straight ceiling line. A chalked cord drawn tight between two nails driven 16 inches from the sidewall at each end of room, and snapped against the ceiling will give you a straight chalk line.

Take your first strip of paper which has been pasted, folded and trimmed, and start at right hand corner of ceiling. Unfold end to your right and guide the paper with your right hand along chalk line, and at the same time press the paper to ceiling with flat of hand, and smooth it with a smoothing brush or whisk broom.

The first strip should cover the 16 inches lined off, with 2 inches of paper coming down over the sidewall at the side and ends. (This 2-inch lap-over is allowed so that in case the ceiling is not level, there will be no gap between the border and ceiling when the border is properly applied in a straight line.) Carefully match the pattern

Two boards, about 8 feet long and 10 or 12 inches wide, laid side by side with the ends resting on tables or boxes of table height, will serve as an excellent work table. A platform to stand upon while hanging the ceiling paper or border can be made by placing a plank or board upon two or more boxes, which should be high enough so

of each succeeding strip. Do not roll seams before paste is nearly dry, or paste will ooze out of paper edge and turn white.

Hanging the Sidewall

The first piece of sidewall paper is cut long enough to reach within 2 to 4 inches of ceiling, depending on width of border used. Before cutting succeeding strips, match pattern with first strip allowing an extra inch or two on ends for variations in wall height.

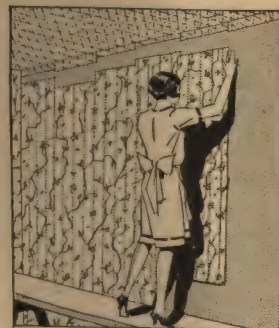
Commence at a corner, door or window opening and work to the right. To insure hanging first strip straight, fasten a cord with weighted end to sidewall near ceiling, 16 inches to right of corner, opening, etc. Hang paper with right hand edge along this line. Match each succeeding strip with the one before, smoothing each out as you go along. Care should be taken that the paper is lapped over far enough so pattern matches and the design measures only 18 inches in width.

Allow ten minutes for the paste to dry before rolling seams with a seam roller or castor. Otherwise the paste will ooze out at the edges and turn white. Never roll embossed paper; it will flatten the embossing and cause the paper to appear a different color at the seams. Use a brush only to smooth seams. The border will cover the uneven ends of the sidewall at top and lower end which stops at baseboard should be trimmed with a base trimmer or a pair of scissors.

Hanging Border

The border may be cut in five or six foot lengths for convenience. On the cut-out borders the cut-out is detached after the paste is applied. Start first piece near a corner with end lapped over on adjoining wall about 4 inches. Guide upper edge of border close against the ceiling line and brush it smooth against the wall with your brush as you move along.

that your head will be about 6 inches from the ceiling. A stepladder can be used to good advantage for hanging the sidewall paper. The tools required are a paste brush, a paperhanger's smoothing brush (or ordinary whisk broom), a seam roller (or bed caster), and a pair of shears (See Wall Paper Tools listed on pages 10 and 11).



Hanging the Sidewall (Use Stepladder, Plank, etc.)



The Border Is Hung Last

HOW TO PREPARE WALLS AND CEILINGS THAT HAVE NEVER BEEN PAPERED

Apply a thin coat of size to new walls that have never been papered. A size can be made by soaking 1 pound of glue twelve hours in just enough cold water to cover it, then adding 12 quarts of hot water and a tablespoonful of powdered alum. Better yet, use our prepared Master Art Wall Sizing (see page 11). All kalsomine or whitewash should be washed off with a sponge and warm water before sizing walls. If the walls are rough plastered, rub off the projecting grains of sand with a block of wood before sizing. If the walls are very rough, apply a thin paste when the size is dry and let the paste dry thoroughly before papering.

Before papering over a painted wall or a wall that has been sized with gloss oil, apply a solution consisting of one consisting of 5 tablespoonfuls of ordinary washing soda to 1 gallon of water. Then apply a coat of size.

Board ceilings and walls should be covered with Muslin or cheese cloth which should be tacked at the edges and sized to shrink it tight to the wall. At the corners and around the casings the tacks should be placed about 2 inches from the edge and the ends of the cloth pasted down.



Tested . . . Guaranteed

Washable

Just Wash It New . . .

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

5¢

A Single Roll

53 P 401—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **10¢**

53 P 3401—BORDER

2 1/4 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3¢**

53 P 402—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **10¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**SEARS DOUBLE the VALUE
of your
DECORATING DOLLARS!**

CHALLENGE

FOR PANTRY, STOREROOM, BACK HALLS

Here is an amazing value in wall paper! This paper can be kept fresh and clean indefinitely, finger prints, soot, etc., are readily removed—it's **WASHABLE**. However, you will find our **CERTIFIED FADEPROOF** patterns, shown a few pages further on, even greater values, more attractive in design and even heavier in texture.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.02
9x12 ft.	9	5	2	16	1.18
12x14 ft.	9	6	3	19	1.47
14x16 ft.	9	8	4	22	1.86
16x20 ft.	9	10	5	26	2.28

Remember, it is always handy to have an extra roll or two on hand for repainting or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested . . . Guaranteed

Washable

Just Wash It New . . .

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

6¢

A Single Roll

53 P 403—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **12¢**

53 P 3403—BORDER

4 1/2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3 1/2¢**

53 P 404—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **12¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

EVEN OUR

**Low Priced Papers are
Washable and Ready-Trimmed!**

CORNFLOWER

FOR ANY ROOM IN YOUR HOME

This neat floral and foliage pattern shows vivid colorings that will appeal to you. The paper can be readily kept free from grime and finger prints—it's **WASHABLE**. Although this is an excellent value in a low priced paper, our **CERTIFIED FADEPROOF** Papers are even greater values and offer more artistic designs.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Rooms Complete
8x10 ft.	9	4	2	14	\$1.21
9x12 ft.	9	5	2	16	1.40
12x14 ft.	9	6	3	19	1.75
14x16 ft.	9	8	4	22	2.21
16x20 ft.	9	10	5	26	2.71

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested · Fadeproof ·

Washable

Just Wash It New

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

6½¢

A Single Roll

53 P 405—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **13¢**

53 P 3405—BORDER

5 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3½¢**

53 P 406—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **13¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Sears Scoop Wall Paper Industry
With NEW DECORATING IDEA!

Floral Mosaic

FOR ANY ROOM IN YOUR HOME

You'll like this attractive, inexpensive design with its silver color coating over the bright floral hues. The colors are FADEPROOF and the paper can be readily kept free from dust, soot or finger marks—it's WASHABLE. We show even greater values and finer designs in our CERTIFIED FADEPROOF papers (starting with page 24).

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.27
9x12 ft.	9	5	2	16	1.47
12x14 ft.	9	6	3	19	1.83
14x16 ft.	9	8	4	22	2.33
16x20 ft.	9	10	5	26	2.86

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested Fadeproof

Washable

Just Wash It New

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

7 $\frac{1}{2}$ ¢
A Single Roll

53 P 407—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **15¢**

53 P 3407—BORDER

2 $\frac{1}{2}$ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3 $\frac{1}{2}$ ¢**

53 P 408—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **15¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

You Can Have
Lasting Color and Washable Paper
Even in Sears Low Priced Patterns

Floral Bouquet

FOR BEDROOMS, HALLS, KITCHENS

The green of early Spring, relieved by bright floral coloring and silver color touches. The colors are lasting—they're FADEPROOF. Dust and finger marks are easily avoided, too—the paper is WASHABLE. Only in our CERTIFIED FADEPROOF papers, starting on page 24, will you find greater values and more artistic designs.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room
This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.39
9x12 ft.	9	5	2	16	1.61
12x14 ft.	9	6	3	19	2.02
14x16 ft.	9	8	4	22	2.57
16x20 ft.	9	10	5	26	3.16

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a spare emergency table on the back of the order blank, which does not allow for door and window openings, etc.



· Tested · Fadeproof ·

Washable

Just Wash It New

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

8¹/₂¢
A Single Roll

53 P 409—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **17¢**

53 P 3409—BORDER

4½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3½¢**

53 P 410—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **17¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

BUY BY MAIL

The Quick, Easy, Economical Way

Gelderland

FOR DOWNSTAIRS ROOMS

Dutch wind mills form the key to an attractive room motif you'll like. The attractive green and umber tones are lasting—the colors are FADEPROOF and dust and finger prints are quickly removed—it's WASHABLE paper. For even greater values see our CERTIFIED FADEPROOF papers, beginning on page 24.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.51
9x12 ft.	9	5	2	16	1.75
12x14 ft.	9	6	3	18	2.20
14x16 ft.	9	8	4	22	2.81
16x20 ft.	9	10	5	26	3.46

Remember, it is always handy to have an extra roll or two on hand for repair work or padding. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

8 $\frac{1}{2}$ ¢

A Single Roll

53 P 411—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 10 oz. Not Prepaid. **17¢**

53 P 3411—BORDER

2 $\frac{1}{2}$ inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid. **4¢**

53 P 412—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 10 oz. Not Prepaid. **17¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

The TWO Most Important Features
Offered Even in
Sears Low Priced Papers

Floral Trellis

FOR BEDROOMS

Brightly colored floral sprays, silver satin coated, twine on a silver color trellis. The coloring is FADEPROOF—the light gray background can be easily kept free from smoke, finger prints etc.—it's WASHABLE paper. Only in our CERTIFIED FADEPROOF papers, (see page 24) will you find bigger values and finer designs.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.58
9x12 ft.	9	5	2	16	1.83
12x14 ft.	9	6	3	19	2.29
14x16 ft.	9	8	4	22	2.92
16x20 ft.	9	10	5	26	3.59

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested · Fadeproof ·

Washable

Just Wash It New

Ready-Trimmed

Sold Only in
Double Rolls

16 Yards Long

18 Inches Wide

7½¢

A Single Roll

53 P 413—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 10 oz. Not Prepaid..... **15¢**

53 P 3413—BORDER

3½ inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid..... **3½¢**

53 P 414—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 10 oz. Not Prepaid..... **15¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**PROOF of SEARS LEADERSHIP—
Fadeproof Colors and Washable Paper
AT THESE LOW PRICES**

PEARL TINTS

FOR ANY ROOM IN YOUR HOME

This neat pattern with its iridescent tints is suitable for nearly any room. The attractive coloring is **FADE-PROOF** and the paper is easily kept clean—it's **WASH-ABLE!** Only in our **CERTIFIED FADEPROOF** papers (see page 24 and following pages) do we offer bigger values and more artistic designs.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room, Complete
8x10 ft.	9	4	2	14	\$1.39
9x12 ft.	9	5	2	16	1.61
12x14 ft.	9	6	3	19	2.02
14x16 ft.	9	8	4	22	2.57
16x20 ft.	9	10	5	26	3.16

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested Fadeproof

Washable

Just Wash It New

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

9¢

A Single Roll

53 P 415—SIDEWALL

Per Double Roll of 16 yards, Shpg. wt.,
1 lb. 10 oz. Not Prepaid 18¢

53 P 3415—BORDER

4 1/4 inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid 4¢

53 P 416—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 10 oz. Not Prepaid 18¢

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Page 20

DEMAND

Washable and Fadeproof Features
Even on Low Priced Paper!

SAIL HO!

FOR ANY ROOM IN YOUR HOME

You'll like this interesting landscape scene all the more when you realize that the vivid colors are FADEPROOF and that the dainty background is WASHABLE. Remember, however, we offer even greater values and finer designs in our CERTIFIED FADEPROOF papers (see page 24 and following pages).

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.64
9x12 ft.	9	5	2	16	1.90
12x14 ft.	9	6	3	19	2.38
14x16 ft.	9	8	4	22	3.04
16x20 ft.	9	10	5	26	3.74

Remember, it is always handy to have an extra roll or two on hand for replacing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.

SEARS, ROEBUCK AND CO.



•• Tested •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

9¢

A Single Roll

53 P 417—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **18¢**

53 P 4417—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4¢**

53 P 418—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **18¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

No Advance in Sears Prices
EVEN FOR
Latest Wall Paper Improvements!

Netherlands

FOR BEDROOMS, KITCHEN, BATHROOM

The green of the sea, Dutch canals and lush meadows—an attractive paper of long lasting usefulness. The colors are FADEPROOF and the chintz-like background is easily kept clean—It's WASHABLE. And we have still bigger values and more pleasing designs—see page 24 and following pages showing CERTIFIED FADEPROOF designs.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.64
9x12 ft.	9	5	2	16	1.90
12x14 ft.	9	6	3	19	2.38
14x16 ft.	9	8	4	22	3.04
16x20 ft.	9	10	5	26	3.74

Remember, it is always handy to have an extra roll or two on hand for remodeling or patching. We show a store complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

10¢
A Single Roll

53 P 419—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid **20¢**

53 P 3419—BORDER (CUT-OUT)

4 1/8 inches wide, Shpg. wt., 1 oz. Per yard. Not Prepaid **4 1/2¢**

53 P 420—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid **20¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

WALL PAPER . . .

Without These Features
is OLD FASHIONED!

Garden Rose

FOR BEDROOMS, SUN ROOMS, ETC.

Gorgeous roses, yellow and pink, climbing on a silver colored trellis. You won't readily tire of the design—the colors are FADEPROOF. The dainty background can long retain its charm, too, soot and marks being quickly removed with a damp cloth—it's WASHABLE paper.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.83
9x12 ft.	9	5	2	16	2.12
12x14 ft.	9	6	3	19	2.66
14x16 ft.	9	8	4	22	3.39
16x20 ft.	9	10	5	26	4.17

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a space's complete table on the back of the order blank, which does not allow for door and window openings, etc.



.. Tested .. Fadeproof ..

Washable

Just Wash It New ..

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

11¢

A Single Roll

53 P 421—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid..... **22¢**

53 P 3421—BORDER

5 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **4½¢**

53 P 422—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid..... **22¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Fadeproof, Washable Wall Paper

OFFERED BY SEARS IN

Even It's Lowest Priced Patterns

Harvest Leaves

FOR DOWNSTAIRS ROOMS

Nature paints its autumn foliage with lavish colors. You'll enjoy the coloring to the utmost when you know it's FADEPROOF and that the harmonizing background can readily be kept free from dirt, marks, etc.—it's WASHABLE Paper.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Room Complete
8x10 ft.	9	4	2	14	\$1.95
9x12 ft.	9	5	2	16	2.26
12x14 ft.	9	6	3	19	2.84
14x16 ft.	9	8	4	22	3.63
16x20 ft.	9	10	5	26	4.47

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

12¢

A Single Roll

53 P 423—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **24¢**

53 P 4423—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4½¢**

53 P 424—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **24¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Washable . . . Fadeproof . . . Ready-Trimmed

**THE IDEAL WALL PAPER
FOR YOUR HOME . . .**

Floral Block

FOR KITCHEN, BATHROOM OR HALLS

The dainty tints will retain their colorful freshness for years—this pattern is **CERTIFIED FADEPROOF**, also **WASHABLE**. Dirt, soot and finger prints vanish like magic under a dampened cloth, leaving the pattern bright and new appearing indefinitely. Only Sears offers **CERTIFIED FADEPROOF WASHABLE** papers at these amazing low prices.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Rooms Complete
8x10 ft.	9	4	2	14	\$2.07
9x12 ft.	9	5	2	16	2.40
12x14 ft.	9	6	3	19	3.02
14x16 ft.	9	8	4	22	3.87
16x20 ft.	9	10	5	26	4.77

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

12 $\frac{1}{2}$ ^c

A Single Roll

53 P 425—SIDEWALL

Per Double Roll of 16 yards, Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25^c**

53 P 4425—BORDER

2 $\frac{1}{2}$ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **4 $\frac{1}{2}$ ^c**

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25^c**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

The OLDEST Mail Order Wall Paper House
OFFERS THE
NEWEST IMPROVEMENT

Tapestry Multi-Tone

FOR DOWNSTAIRS ROOMS

You'll enjoy this restful, attractive design—its pleasing multi-tone effect is heightened by dainty tapestry motif. You can put it on with the assurance that the pattern coloring is **CERTIFIED FADEPROOF** and that the freshness and the beauty of the design is assured for years—it's **WASHABLE** paper.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.13
9x12 ft.	9	5	2	16	2.47
12x14 ft.	9	6	3	19	3.10
14x16 ft.	9	8	4	22	3.99
16x20 ft.	9	10	5	26	4.92

Remember, It is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

12¢

A Single Roll

53 P 427—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **24¢**

53 P 4427—BORDER

3½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4½¢**

53 P 428—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **24¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Sears Lead Again—

“WASHABLE”

... at No Extra Cost!

Pussy Willow

FOR ANY ROOM IN THE HOUSE

Clusters of colorful Pussy Willow display their beauty against an ivory background with satiny silver flower motif. The delicate tints and bright hues will stay fresh and sparkling indefinitely—this pattern is **CERTIFIED FADEPROOF**. And, even more important, you can keep the paper clean and free from finger prints, grime, etc. for years. **It's WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.07
9x12 ft.	9	5	2	16	2.40
12x14 ft.	9	6	3	19	3.02
14x16 ft.	9	8	4	22	3.87
16x20 ft.	9	10	5	26	4.77

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified • Fadeproof •

Washable

Just Wash It New

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

11¢

A Single Roll

53 P 429—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **22¢**

53 P 3429—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4¢**

53 P 430—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **22¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**INSIST on The Two Most Important
Wall Paper Features**

THEY COST NO MORE

... AT SEARS

Tulip Diagonal

FOR UPSTAIRS ROOMS

Daintily colored tulip clusters relieving the silver-flecked tan diamond patterned background, give this pattern a quiet charm and beauty you'll appreciate. It will retain its color and freshness for years.—it is **CERTIFIED FADE-PROOF**. Best of all, it need not become shabby or dingy—it's **WASHABLE**, too!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Basic Complete
8x10 ft.	9	4	2	14	\$1.88
9x12 ft.	9	5	2	16	2.18
12x14 ft.	9	6	3	19	2.74
14x16 ft.	9	8	4	22	3.52
16x20 ft.	9	10	5	26	4.34

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a more complete table in the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

12¢

A Single Roll

53 P 431—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 8 oz. Not Prepaid. **24¢**

53 P 3431—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid. **4¢**

53 P 428—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 8 oz. Not Prepaid. **24¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Permanent Beauty

First Offered by Sears at

NO INCREASE IN COST

NOSEGAY

FOR BEDROOMS

You can paper any of your bedrooms with this dainty, attractive floral design and know that the delicate pastel coloring and satin striped background will retain their colorful beauty for years without fading. Best of all, SEARS offer their Fadeproof, Washable papers at prices you would expect to pay for wall paper patterns that are neither Fadeproof nor Washable.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.00
9x12 ft.	9	5	2	16	2.32
12x14 ft.	9	6	3	19	2.92
14x16 ft.	9	8	4	22	3.76
16x20 ft.	9	10	5	26	4.64

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

12 $\frac{1}{2}$ ¢

A Single Roll

53 P 433—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid

53 P 3433—BORDER

3 $\frac{1}{2}$ inches wide. Shpg. wt., 1 oz. Per yard. **5¢**
Not Prepaid

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

The Two Foremost Features

Offered Only by Sears

at the SAME OLD LOW PRICES

AMSTERDAM

FOR KITCHEN, BATHROOM, DINING ROOM

You'll like this interesting, artistic conception of Holland land. The delicate tinted background harmonizes with the softly shaded landscape settings. This pattern will keep its rich, soft beauty for years.—It's **CERTIFIED FADEPROOF**. And, better yet, it need not become grimy or finger printed as time passes. It's **WASHABLE** paper!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.20
9x12 ft.	9	5	2	16	2.55
12x14 ft.	9	6	3	19	3.20
14x16 ft.	9	8	4	22	4.10
16x20 ft.	9	10	5	26	5.05

Remember, it is always handy to have an extra roll or two on hand for repapering or retrimming. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



.. Tested .. Fadeproof ..

Washable

Just Wash It New ..

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

9 $\frac{1}{2}$ ¢

A Single Roll

53 P 435—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **19¢**

53 P 3435—BORDER (CUT-OUT)

4½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4½¢**

53 P 416—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **18¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

COLOR That Lasts

**Wall Paper That's WASHABLE . . . and at
NO ADVANCE IN PRICE**

Floral Sprays

FOR BEDROOMS OR SEWING ROOM

Prevailing orchid tones, supplemented by varied floral coloring and a satin-striped cream background, make this design a most attractive one. No need to worry about the pattern becoming faded and dingy—it's **FADE-PROOF**. You can easily avoid having it dirty and finger marked, too. It's **WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Suits, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.75
9x12 ft.	9	5	2	16	2.03
12x14 ft.	9	6	3	19	2.54
14x16 ft.	9	8	4	22	3.23
16x20 ft.	9	10	5	26	3.97

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a spare complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

13¢

A Single Roll

53 P 437—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **26¢**

53 P 4437—BORDER

3 $\frac{1}{4}$ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**The Biggest Improvement
IN A DECADE!**

Golden Foliage

FOR THE DOWNSTAIRS ROOMS

Rich, quiet, colorful tints of flower and leaf, with multi-tone leaf shadings, and a tan background enlivened with gold color tracery—truly a beautiful design. The coloring will not lose its rich beauty quickly—this is a **CERTIFIED FADEPROOF** pattern. Neither need the paper soon become dingy or sooted. It's **WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.24
9x12 ft.	9	5	2	16	2.60
12x14 ft.	9	6	3	19	3.26
14x16 ft.	9	8	4	22	4.18
16x20 ft.	9	10	5	26	5.15

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a most complete table on the back of the order blank, which does not allow for door and window openings, etc.



.. Tested .. Fadeproof ..

Washable

Just Wash It New ..

Ready-Trimmed

**Sold Only in
Double Rolls**

**16 Yards Long
18 Inches Wide**

11¢

A Single Roll

53 P 439—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **22¢**

53 P 3439—BORDER

4¼ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **3½¢**

53 P 430—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **22¢**

Note: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**This Remarkable New Discovery
Offered at
NO ADVANCE IN PRICE!**

MIAMI

FOR DINING ROOM, BREAKFAST ROOM, KITCHEN
What attractive coloring and design, further emphasized when used in rooms where the sun enters! A semi-tropical setting of beautifully hued flowers and foliage enriched by a multi-shaded background with silver colored blocks. Choose this pattern knowing that it will not fade—it's **CERTIFIED FADEPROOF**. Neither need the paper become grimy and finger printed—it's **WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.81
9x12 ft.	9	5	2	16	2.10
12x14 ft.	9	6	3	19	2.65
14x16 ft.	9	8	4	22	3.41
16x20 ft.	9	10	5	26	4.21

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a space complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

13¢

A Single Roll

53 P 441—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **26¢**

53 P 3441—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 442—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **26¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Permanent Beauty
First Offered by Sears at

NO INCREASE IN COST

Leaf Shadows

FOR ANY ROOM IN THE HOUSE

Clustered foliage, gold color outlined, with shaded and gold colored reflections, relieved by dainty floral touches, blend into a tan background. Your enjoyment of this quiet, beautiful design can be lasting—the colors are **CERTIFIED FADEPROOF** and the paper will remain fresh and free from dust, soot, etc.—it's **WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.26
9x12 ft.	9	5	2	16	2.62
12x14 ft.	9	6	3	19	3.29
14x16 ft.	9	8	4	22	4.22
16x20 ft.	9	10	5	26	5.20

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.

SEARS, ROEBUCK AND CO.



Tested · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

10¹/₂¢

A Single Roll

53 P 443—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **21¢**

53 P 4443—BORDER

3¹/₄ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **4¹/₂¢**

53 P 416—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. Not Prepaid. **18¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

... The Two Foremost Wall Paper Features
OFFERED ONLY BY SEARS AT
NO ADVANCE IN PRICE

Rainbow Sprays

FOR BEDROOMS, SUN OR SEWING ROOMS

Beautiful colored sprays in rainbow hues, subdued and enriched by a silver color overlay, the background a creamy lace curtain like texture. You can have long enjoyment of this beautiful design—the colors are FADE-PROOF. No worry, either, over dirt or finger prints disfiguring the paper—it's WASHABLE!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$1.83
9x12 ft.	9	5	2	16	2.13
12x14 ft.	9	6	3	19	2.66
14x16 ft.	9	8	4	22	3.39
16x18 ft.	9	10	5	26	4.17

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

13¢

A Single Roll

53 P 445—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **26¢**

53 P 3445—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

The Beauty Endures For Years
It's FADEPROOF
and WASHABLE

Harvest Foliage

FOR DOWNSTAIRS ROOMS

Richly blended harvest browns, reds, greens and blues, silver color outlined, against a tan background silver and gold color over traced. This pattern will give years of faithful service with colors bright and undimmed. They are **CERTIFIED FADEPROOF**. The paper, too, can be kept fresh and free from soot and finger prints, etc.—**It's WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Room Complete
8x10 ft.	9	4	2	14	\$2.24
9x12 ft.	9	5	2	16	2.60
12x14 ft.	9	6	3	19	3.26
14x16 ft.	9	8	4	22	4.18
16x20 ft.	9	10	5	26	5.18

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

12 $\frac{1}{2}$ ¢

A Single Roll

53 P 447—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

53 P 4447—BORDER

2 $\frac{1}{4}$ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 448—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**LASTING Wall Paper Coloring
and CLEANLINESS . . . at the
SAME OLD LOW PRICES**

MILADY

FOR BEDROOMS, SITTING OR SEWING ROOM
Dainty, bright floral and foliage colorings in flowered diamond panels with effective landscape settings, a creamy lace curtain-like texture background, silver embellished. The coloring will retain its brightness for years—it's **CERTIFIED FADEPROOF**. The pattern likewise can be kept fresh and undimmed from soot or finger marks—it's **WASHABLE**.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.20
9x12 ft.	9	5	2	16	2.55
12x14 ft.	9	6	3	19	3.20
14x16 ft.	9	8	4	22	4.10
16x20 ft.	9	10	5	26	5.05

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a color complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

14¢

A Single Roll

53 P 449—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., **28¢**
1 lb. 14 oz. Not Prepaid.....

53 P 4449—BORDER

2 $\frac{3}{4}$ inches wide. Shpg. wt., 1 oz. Per yard. **5¢**
Not Prepaid.....

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid.....

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

INSIST on the

Two Most Notable Wall Paper Features
THEY COST NO MORE at SEARS

RIVIERA

FOR DOWNSTAIRS ROOMS

A beautiful scenic, picturing in autumn hues, the rare charm of a garden in sunny France. The gold and silver touches complete the rich, harmoniously blended coloring. When you select this artistic design you know the coloring will last for years—it's **CERTIFIED FADEPROOF**. And, better yet, the pattern need not be dulled by grime or finger prints—it's **WASHABLE!**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.32
9x12 ft.	9	5	2	16	2.70
12x14 ft.	9	6	3	19	3.38
14x16 ft.	9	8	4	22	4.34
16x20 ft.	9	10	5	28	5.35

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

12¹/₂¢

A Single Roll,

53 P 451—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

53 P 3451—BORDER (CUT-OUT)

4⁵/₈ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¹/₂¢**

53 P 452—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

SEARS ARE FIRST TO OFFER

This New Feature at

NO PRICE ADVANCE!

SPRINGTIME

FOR BEDROOMS

Dainty colorful spring floral beauty against a harmonious green background. You can long enjoy the freshness and charm of this design—it's **CERTIFIED FADEPROOF**. It can be kept clean and free from dust, finger prints, etc. for years—it's **WASHABLE**, too!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room
This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.27
9x12 ft.	9	5	2	16	2.63
12x14 ft.	9	6	3	19	3.30
14x16 ft.	9	8	4	22	4.21
16x20 ft.	9	10	5	26	5.18

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

12¹/₂¢

A Single Roll

53 P 453—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 14 oz. Not Prepaid..... **25¢**

53 P 4453—BORDER

3³/₄ inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid..... **4¹/₂¢**

53 P 454—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

SEARS SCOOP INDUSTRY WITH REMARKABLE **NEW IMPROVEMENT**

Chrysanthemum

FOR DINING ROOM, SUN ROOM, BEDROOMS

Gorgeous chrysanthemums, in beautiful, softened tints, in large silver colored circles, the background of peach color. This design will keep its unusual beauty indefinitely—the colors are **CERTIFIED FADEPROOF**. The daintiness of the paper need not be marred by soot or finger marks—it's **WASHABLE**.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.13
9x12 ft.	9	5	2	16	2.47
12x14 ft.	9	6	3	19	3.10
14x16 ft.	9	8	4	22	3.99
16x20 ft.	9	10	5	26	4.92

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

12 $\frac{1}{2}$ ¢

A Single Roll

53 P 455—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

53 P 4455—BORDER

2 $\frac{3}{4}$ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 456—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

A Miracle in Home Decoration!
Wall Paper That Stays
PERMANENTLY BEAUTIFUL!

Orchid Memories

FOR BEDROOMS, UPPER HALLS

You'll like the orchid tone of this design with its flowered diamond panels and landscape settings. The warm color tints will remain fresh and bright for years—they are **CERTIFIED FADEPROOF**. Soot, finger prints, etc. can be readily removed, too—it's **WASHABLE** paper.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.20
9x12 ft.	9	5	2	16	2.55
12x14 ft.	9	6	3	19	3.20
14x16 ft.	9	8	4	22	4.10
16x20 ft.	9	10	5	26	5.05

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a sample complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

**Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

15¢

A Single Roll

Tan and Green with Tassel (SHOW70)

53 P 457—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

53 P 4457—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. (In Color on Page 7)..... **6¢**

53 P 458—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

PERMANENT BEAUTY

First Offered by Sears at

NO INCREASE IN COST

DRAMATIQUE

FOR ANY ROOM IN THE HOME

The lowered theatre curtain—what suspense and entertainment lie behind it. The effective green and tan coloring is **CERTIFIED FADEPROOF**. The delicate background need not become marred by smoke, soot or marks—it's **WASHABLE** paper.

Early English Pink (Not Shown)

53 P 459—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

53 P 4459—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **6¢**

Colonial Blue (Not Shown)

53 P 461—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

53 P 4461—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **6¢**

Antique Yellow (Not Shown)

53 P 463—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

53 P 4463—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **6¢**

CEILING TO MATCH

Order 53 P 458. Listed at Left.

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a table on the back of the order blank, which tells you how much wall paper you will need.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

14¢
A Single Roll

53 P 465—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **28¢**

53 P 3465—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 426—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

COLORS WON'T FADE . . . The Paper Can Be Washed Like New . . . Yet Sears Ask NO INCREASE in PRICE

Woodland Tints

FOR DOWNSTAIRS ROOMS

Rich, softened colors of autumn foliage, supplemented by gold color leaf reflections and outlines. The pattern coloring will remain fresh and true indefinitely—it's **CERTIFIED FADEPROOF**. Dust and finger prints can be similarly avoided—it's **WASHABLE** paper!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Roll, Sidewall	Double Roll, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.32
9x12 ft.	9	5	2	16	2.70
12x14 ft.	9	6	3	19	3.38
14x16 ft.	9	8	4	22	4.34
16x20 ft.	9	10	5	26	5.35

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

14¢

A Single Roll

53 P 467—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **28¢**

53 P 4467—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 448—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Permanent Beauty

First Offered by Sears at

NO INCREASE IN COST

Tulip Panel

FOR BEDROOMS, UPPER HALLS

You'll like this bright, airy tulip motif with its effective panels. You can enjoy the bright coloring for years—it's **CERTIFIED FADEPROOF**. This dainty paper can be kept clean and free from finger marks so easily, too—it's **WASHABLE**.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room
This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.46
9x12 ft.	9	5	2	16	2.86
12x14 ft.	9	6	3	19	3.57
14x16 ft.	9	8	4	22	4.56
16x20 ft.	9	10	5	26	5.61

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

14¢

A Single Roll

53 P 469—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., **28¢**
1 lb. 14 oz. Not Prepaid

53 P 3469—BORDER

2 3/4 inches wide. Shpg. wt., 1 oz. Per yard. **4¢**
Not Prepaid

53 P 454—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

... Lasting Coloring and
Permanently New Wall Paper at
NO INCREASE IN COST

Garden Wall

FOR ANY ROOM IN THE HOUSE

Beautifully colored floral clusters entwined on a garden wall. This pattern will give long enjoyment—the softly subdued rich coloring is **CERTIFIED FADEPROOF**. It can be kept free from dirt, finger prints, etc. indefinitely—the paper is **WASHABLE**.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.18
9x12 ft.	9	5	2	16	2.54
12x14 ft.	9	6	3	19	3.19
14x16 ft.	9	8	4	22	4.12
16x20 ft.	9	10	5	26	5.09

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

14¢

A Single Roll

LAVENDER

53 P 471—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., **28¢**
1 lb. 14 oz. Not Prepaid.....

53 P 4471—BORDER

3½ inches wide. Shpg. wt., 1 oz. Per yard. **5½¢**
Not Prepaid.....

53 P 472—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid.....

NOTE: This Particular Sample has not been Made Washable. It is a Catalog Sample only.

Colors That Won't Fade
Wall Paper That's Fresh

OFFERED BY SEARS AT THE
SAME OLD LOW PRICES

Heather Plaid

FOR PARLOR, LIVING ROOM, ETC.

You'll like the coloring and general effect of this unusual, attractive design. The soft color tints won't lose their freshness for years—they are **CERTIFIED FADEPROOF**. Even more important, you can keep this paper free from soot, finger marks, etc., indefinitely—it's **WASHABLE**.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

BEIGE (Not Shown)

53 P 473—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., **28¢**
1 lb. 14 oz. Not Prepaid.....

53 P 4473—BORDER

3½ inches wide. Shpg. wt., 1 oz. Per yard. **5½¢**
Not Prepaid.....

53 P 474—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., **25¢**
1 lb. 14 oz. Not Prepaid.....

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a complete table on the back of the order blank, telling you how much wall paper you will need.



Certified ·· Fadeproof ··

Permanent Beauty and Lasting Cleanliness

These Features of Sears Papers

COST YOU NO MORE

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

15¢

A Single Roll

53 P 475—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **30¢**

53 P 3475—BORDER

5 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 454—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

EVERGLADE

FOR DOWNSTAIRS ROOMS

The rich tropical coloring and luxuriant growth of large foliage clusters. The rich quiet coloring will remain undimmed for years—it's **CERTIFIED FADEPROOF**. No smoke, soot or marks need mar the paper either—it's **WASHABLE**. SEARS alone offer these features at no advance in price.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.54
9x12 ft.	9	5	2	16	2.96
12x14 ft.	9	6	3	19	3.69
14x16 ft.	9	8	4	22	4.72
16x20 ft.	9	10	5	26	5.81

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

17 $\frac{1}{2}$ ¢

A Single Roll

Green (Shown)

53 P 477—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **35¢**

53 P 4477—BORDER

2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. (In colors on page 6) **6¢**

53 P 478—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

BUY BY MAIL

The Quick, Easy, Economical Way!

SYLVANIA

FOR ANY ROOM IN THE HOME

A delicately shaded wall paper with a random water mark design you will never tire of, no matter which downstairs room you decide to brighten with it. Not expensive, either, when you consider that it is Fade-proof and Washable, and costs no more than you would expect to pay for wall paper of similar quality without these great SEARS advantages.

Peach (Not Shown)

53 P 479—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **35¢**

53 P 4479—BORDER

2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 480—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **30¢**

Medium Opal (Not Shown)

53 P 481—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **35¢**

53 P 4481—BORDER

2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 482—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **30¢**

Remember, it is always handy to have an extra roll or two on hand for repapering or patching. We show a complete table on the back of the order blank, which tells you how much wall paper to order.



Certified · Fadeproof ·

Washable

Just Wash It New ·

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

17¢

A Single Roll

53 P 483—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid **34¢**

53 P 4483—BORDER

2 3/8 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid **5 1/2¢**

53 P 484—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**SEARS DOUBLE the VALUE
of YOUR Decorating DOLLAR!**

DEVONIAN

FOR DINING ROOM, LIVING ROOM OR HALLS

One of the richest-looking embossed weave patterns we have ever offered. What a cheerful place it will make of any room where wall papers have previously been of darker hue! Why not order this paper for your home? It's both Fadeproof and Washable, yet it costs no more than the ordinary kind! Easy to keep this paper spic and span, too.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.73
9x12 ft.	9	5	2	16	3.18
12x14 ft.	9	6	3	19	3.99
14x16 ft.	9	8	4	22	5.13
16x20 ft.	9	10	5	26	6.33

Remember, it is always handy to have an extra roll or two on hand for repapering or patching.
We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

15¢

A Single Roll

53 P 485—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid **30¢**

53 P 4485—BORDER

3¼ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid **4½¢**

53 P 454—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

CERTIFIED

Fadeproof—Washable—Wall Papers
A Permanent Investment in Your Home!

Ivy Cottage

FOR BEDROOM, SUN ROOM, HALL, LIVING ROOM

Warm autumn tones abound in this charming leaf-studded pattern, with just enough color to make it ideal for either bedroom or downstairs. We believe you will like it immensely. No need to worry about where you hang this paper! It will not fade! You can clean it, too, and keep it looking fresh as new for years. Yet SEARS price is no higher than you'd pay for ordinary paper!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Rooms Complete
8x10 ft.	9	4	2	14	\$2.33
9x12 ft.	9	5	2	16	2.72
12x14 ft.	9	6	3	19	3.40
14x16 ft.	9	8	4	22	4.39
16x20 ft.	9	10	5	26	5.42

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

17 $\frac{1}{2}$ ¢

A Single Roll

PEACH

53 P 487—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **35¢**

53 P 4479—BORDER

2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. (In Color on Page 6) **6¢**

53 P 480—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**STAYS NEW, BRIGHT
and BEAUTIFUL . . .
. . . FOR YEARS**

VALENCIENNES

FOR ANY DOWNSTAIRS ROOM

This lovely two-tone paper has a charm that's all its own. You can safely select it for any downstairs room, where its quiet, restful beauty will cheer and brighten your home regardless of the outdoor weather. Think of being able to clean this washable, fadeproof paper and keep it fresh and new looking for an indefinite period of time!

Light Tan (Not Shown)

53 P 489—SIDE WALL. Per Double Roll of 16 yards. **35¢**
53 P 4489—BORDER. 2 inches wide. Per yard. **6¢**
53 P 490—CEILING to Match. Per Double Roll of 16 yards. **30¢**

Nile Green (Not Shown)

53 P 491—SIDE WALL. Per Double Roll of 16 yards. **35¢**
53 P 4477—BORDER. 2 inches wide. Per yard. **6¢**
53 P 478—CEILING to Match. Per Double Roll of 16 yards. **30¢**

Medium Opal (Not Shown)

53 P 493—SIDE WALL. Per Double Roll of 16 yards. **35¢**
53 P 4481—BORDER. 2 inches wide. Per yard. **6¢**
53 P 482—CEILING to Match. Per Double Roll of 16 yards. **30¢**

Shipped Not Prepaid. Shpg. wt., side wall and ceilings, 2 lbs. 2 oz. per double roll; border, 1 oz. per yard.

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a table on the back of the order blank, which tells you how much wall paper you will need.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Not Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

17¹/₂

A Single Roll

53 P 495—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt.,
2 lbs. 6 oz. Not Prepaid... **35¢**

53 P 4495—BORDER

2¹/₂ inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid... **5¢**

53 P 496—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
2 lbs. 8 oz. Not Prepaid... **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

HOME DECORATION in the BEST MANNER

Santa Ysabel

FOR LIVING ROOM, DINING ROOM OR HALL
The rough plaster effect of this lovely paper is altogether new and delightful. Note how the delicate tones of pink and green are blended into the background. Marvelous for panels, for large wall areas or for brightening hard-to-light rooms. Fadeproof, of course, and washable, so that it will last for years. This attractive pattern is furnished Not Ready-Trimmed.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.77
9x12 ft.	9	5	2	16	3.23
12x14 ft.	9	6	3	19	4.05
14x16 ft.	9	8	4	22	5.21
16x20 ft.	9	10	5	26	6.43

Remember, it is always handy to have an extra roll on hand for repapering as wanted.
We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

14¢

A Single Roll

53 P 497—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **28¢**

53 P 3497—BORDER (CUT-OUT)

5 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 448—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **25¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Demand These Features
Washable... Fadeproof... Ready Trimmed

CHARMIAN

FOR BEDROOM, SUN ROOM OR SITTING ROOM

Glorious floral effects in rainbow tinted loveliness cause this beautiful pattern to sparkle! It will brighten any room—and in the bedroom will be a never-ending delight. Wouldn't it look lovely in one or more of your rooms? It cannot fade. And you can clean it as often as you wish. What other wall paper offers you so much—for so little?

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.46
9x12 ft.	9	5	2	16	2.86
12x14 ft.	9	6	3	19	3.57
14x16 ft.	9	8	4	22	4.56
16x20 ft.	9	10	5	26	5.61

Remember, it is always handy to have an extra roll or two on hand for repainting or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Ready-Trimmed

Sold Only in

Double Rolls

16 Yards Long

18 Inches Wide

16 $\frac{1}{2}$ ¢

A Single Roll

53 P 499—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **33¢**

53 P 3499—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 484—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**Sears FADEPROOF and WASHABLE
WALL PAPERS
COST LESS Than Ordinary Paper**

Golden Glow

FOR THE ROOM YOU LIKE BEST OF ALL

For your nicest room—the one you take most pride in—choose this luxurious pattern! It will keep every particle of its lovely coloring fresh and clear, because it's Fadeproof. Washable, too! Note how the charming floral pattern blends into the delicate, autumn-brown, golden tinted background. It is a pattern you'll never tire of—one you'll be proud to show your friends.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 5

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.62
9x12 ft.	9	5	2	16	3.05
12x14 ft.	9	6	3	19	3.83
14x16 ft.	9	8	4	22	4.94
16x20 ft.	9	10	5	26	6.10

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Not Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

17 $\frac{1}{2}$ ¢

A Single Roll

53 P 501—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 3 lbs. 2 oz. Not Prepaid. **35¢**

53 P 4501—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **5½¢**

53 P 496—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. 2 oz. Not Prepaid. **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

LOW PRICED
Rough Plaster Design

But Washable and Fadeproof, Too!

Wedgewood Cameo

FOR LIVING ROOM, DINING ROOM, HALL

For the best room in the house, where only the finest rough plaster effect wall paper will answer the purpose, you will make no mistake in selecting this desirable pattern. Dainty medallion effect in harmonizing tones. While not furnished Ready-Trimmed this paper is both Washable and Fadeproof. Wouldn't it make a world of difference in that living room of yours?

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7.

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Paper Complete
8x10 ft.	9	4	2	14	\$2.77
9x12 ft.	9	5	2	16	3.23
12x14 ft.	9	6	3	19	4.05
14x16 ft.	9	8	4	22	5.21
16x20 ft.	9	10	5	26	6.43

Remember, it is always handy to have a reserve roll or two on hand for rewalling or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed
Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

17¢

A Single Roll

53 P 503—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid **34¢**

53 P 3503—BORDER

8 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid **5¢**

53 P 484—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

For Certain Satisfaction
CHOOSE
Washable... Fadeproof Papers

Orchid of Vincennes

FOR THE DINING ROOM, LIVING ROOM OR HALL

A perfectly grand paper for the dining room or large living room! What delicate colorings some master artist has woven into the floral design so charmingly on the gold-embellished background! Because it's Fadeproof you need never worry about this paper losing its rich beauty. Easy to clean, too—an important advantage—it's washable!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Roll, Sidewall	Double Roll, Ceiling	Yards of Border	Total Cost, Room Complete
8x10 ft.	9	4	2	14	\$2.66
9x12 ft.	9	5	2	16	3.10
12x14 ft.	9	6	3	19	3.89
14x16 ft.	9	8	4	22	5.02
16x20 ft.	9	10	5	26	6.20

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a room completion table on the back of the order blank, which does not allow for door and window openings, etc.

SEARS, ROEBUCK AND CO.



Certified · Fadeproof ·

Washable

Just Wash It New ·

Not Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

17½¢

A Single Roll

53 P 505—SIDEWALL

Per Double Roll of 16 yards, Shpg. wt.,
2 lbs. 6 oz. Not Prepaid..... **35¢**

53 P 4505—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard.
Not Prepaid..... **5½¢**

53 P 496—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt.,
2 lbs. 6 oz. Not Prepaid..... **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

LASTING Colors . .

WASHABLE Papers

... and Sears Exclusive Designs!

San Clemente

FOR LIVING ROOM, PARLOR OR HALLWAY
Dining rooms, too, can be brightened with the sparkling iridescence of this charming rough plaster effect wall paper. You'll never tire of the graceful sweep of its irregular pattern. Should its surface become soiled, you can clean it easily and quickly so it will look like new. We guarantee the color to be permanently Fadeproof. **Not Ready-Trimmed.**

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Cover's Walls, Sides and	Double Corners, Ceiling	Yards of Border	Total Cost Paper Complete
8x10 ft.	9	4	2	14	\$2.77
9x12 ft.	9	5	2	16	3.23
12x14 ft.	9	6	3	19	4.05
14x16 ft.	9	8	4	22	5.21
16x20 ft.	9	10	5	26	6.43

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a spare corners cable on the back of the order blank, which does not allow for door and window openings, etc.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

15¢

A Single Roll

53 P 507—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **30¢**

53 P 4507—BORDER

2 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **6¢**

53 P 480—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid. **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

**THE CLIMAX OF
Sears Wall Paper Leadership!**

PRISCILLA

FOR BEDROOMS

Glowing with the warm colors of a flower-flecked hillside after a spring rain is this charming wall paper pattern. Handled in the modern manner, it is truly a master creation. Don't give a thought about the colors fading. They're permanently fadeproof. The pattern is washable, and may be kept spot and span as easily as you would clean a china dish!

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.64
9x12 ft.	9	5	2	16	3.06
12x14 ft.	9	6	3	19	3.84
14x16 ft.	9	8	4	22	4.92
16x20 ft.	9	10	5	26	6.06

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified •• Fadeproof ••

Washable

Just Wash It New ••

Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

15¢

A Single Roll

53 P 509—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

53 P 3509—BORDER

3 inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **5¢**

53 P 484—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 14 oz. Not Prepaid..... **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

Biggest Improvement IN A DECADE!

NAVARRE

FOR ANY DOWNSTAIRS ROOM

A regal-looking tapestry effect pattern in which you will find a perfect blending of the colorful floral design with the golden brown background. It will make a tremendous improvement in the appearance of any downstairs room. Easy to keep clean; absolutely Fadeproof. Why not plan one or more rooms in your home to be papered with this beautiful pattern?

BORDER TO MATCH SHOWN IN COLORS ON PAGE 6

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room, Complete
8x10 ft.	9	4	2	14	\$2.50
9x12 ft.	9	5	2	16	2.90
12x14 ft.	9	6	3	19	3.65
14x16 ft.	9	8	4	22	4.70
16x20 ft.	9	10	5	26	5.80

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified · Fadeproof

Washable

Just Wash It New

Not Ready-Trimmed

Sold Only in
Double Rolls
18 Yards Long
18 Inches Wide

17 $\frac{1}{2}$ ¢

A Single Roll

53 P 511—SIDEWALL

Per Double Roll of 18 yards. Shpg. wt., 2 lbs. 6 oz. Not Prepaid. **35¢**

53 P 3511—BORDER

2½ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid. **5 $\frac{1}{2}$ ¢**

53 P 496—CEILING TO MATCH

Per Double Roll of 18 yards. Shpg. wt., 2 lbs. 6 oz. Not Prepaid. **30¢**

NOTE: This Particular Sample has not Been Made Washable. It is a Catalog Sample only.

FOR THE FIRST TIME
Washable Wall Paper . . .
AT NO INCREASE IN PRICE!

GRANADA

FOR LIVING ROOM, DINING ROOM OR HALL
A delightful rough cast plaster effect in lighter tone, with iridescent colorings that will catch the light and brighten up your home! Use it in any downstairs room! Made to clean easily and quickly, and guaranteed not to fade no matter how strong the light. You'll never tire of this pleasing paper. Not Ready-Trimmed.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 3

The Amount and Cost per Room
This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.77
9x12 ft.	9	5	2	16	3.23
12x14 ft.	9	6	3	19	4.05
14x16 ft.	9	8	4	22	5.21
16x20 ft.	9	10	5	26	6.43

Remember, it is always handy to have an extra roll or two on hand for reaping or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Tested · Fadeproof ·

Washable

Just Wash It New ·



NOTE: This Particular Sample has not been Made Washable. It is a Catalog Sample only.

24-HOUR SERVICE
When You Buy By Mail
FROM THIS CATALOG!

Cracked Ice

INDEPENDENT CEILING PATTERN

An Independent ceiling pattern that will add cheery brightness to any room! And it costs so little that there really is no excuse for dingy ceilings now. Evenly grounded, Fadeproof and Ready-Trimmed. You'll search a long time to find its equal at anything like our low price. One of the most popular patterns we have ever produced.

53 P 986—CREAM

(LIKE SAMPLE)

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. **15¢**
Not Prepaid.....

53 P 984—WHITE

Per Double Roll of 16 yards. Shpg. wt., 1 lb. 10 oz. **15¢**
Not Prepaid.....



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Not Ready-Trimmed

Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide

14¢

A Single Roll

53 P 259—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **28¢**

53 P 4259—BORDER

2¼ inches wide. Shpg. wt., 1 oz. Per yard. **3½¢**
Not Prepaid.....

53 P 260—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **28¢**

**These Patterns—These Low Prices
Obtainable ONLY By Mail
From This Catalog**

CASTILE

FOR KITCHEN, PANTRY OR BATHROOM

Wouldn't this dainty engraved tile pattern look beautiful in your kitchen? It also makes a grand paper for the bathroom. Colorful floral design provides a restful change from the usual monotony of tile patterns. Washable and extremely easy to keep spic and span. And did you notice the low price SEARS asks for this fine paper? Of course it cannot fade, because it's made "Fadeproof."

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost, Room Complete
8x10 ft.	9	4	2	14	\$2.17
9x12 ft.	9	5	2	16	2.52
12x14 ft.	9	6	3	19	3.19
14x16 ft.	9	8	4	22	4.13
16x20 ft.	9	10	5	26	5.11

Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.



Certified ·· Fadeproof ··

Washable

Just Wash It New ··

Not Ready-Trimmed

**Sold Only in
Double Rolls
16 Yards Long
18 Inches Wide**

20¢

A Single Roll

53 P 943—SIDEWALL

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **40¢**

53 P 4943—BORDER

2¾ inches wide. Shpg. wt., 1 oz. Per yard. Not Prepaid..... **4¢**

53 P 944—CEILING TO MATCH

Per Double Roll of 16 yards. Shpg. wt., 2 lbs. Not Prepaid..... **32¢**

**Sears Prices
Save You 1/3 Or More!**

CERAMIC

FOR THE KITCHEN, PANTRY OR BATHROOM

Because of its varnished surface you can clean this paper simply by wiping it with a damp cloth occasionally. The pattern is deservedly popular, because of its cheerful, colorful nature. You can pay more but you cannot obtain a finer varnished tile than SEARS offers. We guarantee the colors to be sunfast and fadeproof.

BORDER TO MATCH SHOWN IN COLORS ON PAGE 7

The Amount and Cost per Room

This Table allows for door and window openings, etc.

Size of Room	Height of Room, Feet	Double Rolls, Sidewall	Double Rolls, Ceiling	Yards of Border	Total Cost Room Complete
8x10 ft.	9	4	2	14	\$2.80
9x12 ft.	9	5	2	16	3.28
12x14 ft.	9	6	3	19	4.12
14x16 ft.	9	8	4	22	5.36
16x20 ft.	9	10	5	26	6.64

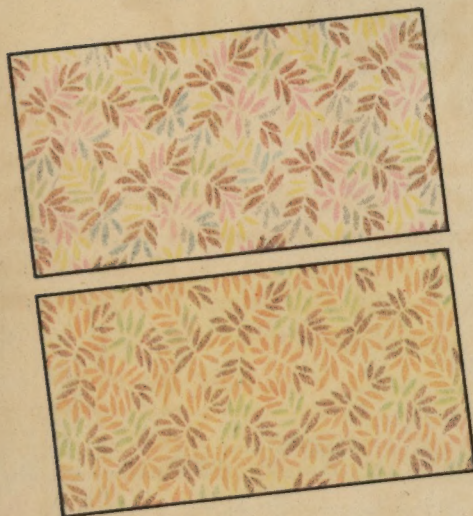
Remember, it is always handy to have an extra roll or two on hand for repairing or patching. We show a more complete table on the back of the order blank, which does not allow for door and window openings, etc.

SEARS, ROEBUCK AND CO.

Independent CEILINGS

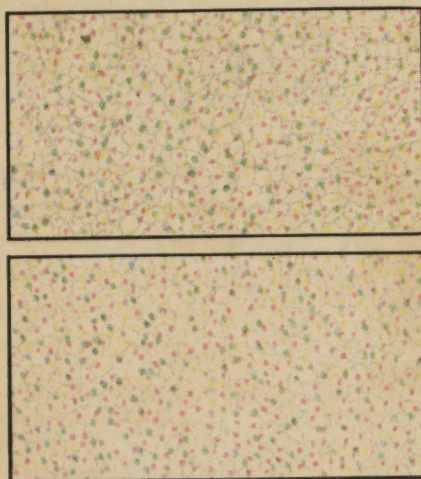
FOR USE WITH
ANY SIDEWALL

A washable ceiling for any room. You can use any of these three distinctive designs effectively with any sidewall pattern. The backgrounds will either blend softly or emphasize contrast with any sidewall you may select.



A richly embossed washable Certified Fadeproof ceiling pattern, with daintily colored leaf petals, supplemented with gold color touches. A fitting completing touch for any sidewall pattern no matter how high priced. Sold only in double rolls, 16 yards long, 18 inches wide. Furnished **ready-trimmed**. Shpg. wt., per double roll, 2 lbs. Shipped Not Prepaid.

53 P 992—White.	35c
Per double roll	
53 P 994—Cream.	35c
Per double roll	



Use this attractive inexpensive washable ceiling pattern for practically any moderately priced sidewall pattern. The background is enlivened by color spots embellished with a silver color tracery. Guaranteed FADEPROOF colors. Sold only in double rolls, 16 yards long, 18 inches wide. Furnished **ready-trimmed**. Shpg. wt., per double roll, 1 lb. 14 oz. Not Prepaid.

53 P 990—Cream.	18c
Per double roll	
53 P 988—White.	18c
Per double roll	



The ever popular, attractive low priced washable silk moire pattern. Furnished in FADEPROOF colors to complete harmoniously any moderately priced sidewall pattern. Sold only in double rolls 16 yards long, 18 inches wide. Furnished **ready-trimmed**. Shpg. wt., per double roll, 1 lb. 14 oz. Shipped Not Prepaid.

53 P 980—White.	13c
Per double roll	
53 P 982—Cream.	13c
Per double roll	

Scenic Beauty . . . THE VOGUE FOR SMART HOMES

Imparting the majesty of the mountains, the coolness of forests, or the salty tang of the sea right into your own home!

Moderately priced friezes, always refreshingly beautiful for use as a border around the dining room or a panel in any room.

Decorate this way for effective results.



The Needle Mountains

A richly colored panorama of mountains, mountain waters, and green wooded slopes. Furnished in two sections, each 42 inches wide and 60 inches long. Each section makes a complete picture showing half of above illustration. Shipped NOT Prepaid.

53 P 1029—Complete frieze, two sections..... **\$1.65**
Each (specify left or right half of above view)..... **90c**
Shpg. wt., 2 lbs. 4 oz. and 1 lb. 4 oz.



Morning Glory Frieze (above)

A charming woodland frieze, 30 inches wide, 60 inches long. Makes the dining room more attractive. Appropriate as a panel or as a border around the room. Shpg. weight, 1 lb. Shipped NOT Prepaid.

53 P 1028
Each **75c**



THE YACHT RACE



This beautiful scene, most appropriate for dining room, kitchen or bathroom walls, shows a yacht race with all its nautical atmosphere. Decorate with this frieze for an unusually striking effect that will always be interesting and attractive. Three sections, each 70 inches high, 28 inches wide. NOT Prepaid. Shipping weight, complete, 2 pounds 2 ounces.

53 P 1022—Complete frieze, 3 sections..... **\$3.75**

The Normandy Coast

Breathing the spirit of the sea, this beautiful marine frieze depicts a rock strewn shore, lashed by the waves. A sea gull swoops in full flight. Frieze is Shipped NOT Prepaid.

53 P 1023—Frieze, 54 inches long, 40 inches wide. Shpg. wt., 1 lb. 8 oz. Each **\$0.75**
3 Friezes. Shpg. wt., 2 lbs. 8 oz..... **1.95**

SEARS, ROEBUCK AND CO.